

ABSTRACT

Title: The marketing communications proposal of project FitCamp Prague focused on online media.

Objectives: Taking into account the limited financial resources, the objective of this thesis is to mix the best design of communication tools and new ways of communication, through which the communication objectives of the project FitCamp Prague, can be fulfilled. For this reason the thesis focuses on the online media as the main communication channel.

Methods: This study will implement a situational analysis of current marketing situations, which will be built on the SWOT analysis for an overview of strengths, weaknesses, opportunities, threats and on the competitive analysis and customer segmentation. Marketing research will be conducted through interviews.

Results: The result of the thesis will create a new marketing communication proposal for the project FitCamp Prague for the period of September 2013 - December 2014. The proposal will be mainly focused on online media. This proposal will be submitted to the organizing team and applied directly into practice.

Key words: marketing communication, online media, Facebook, FitCamp Prague